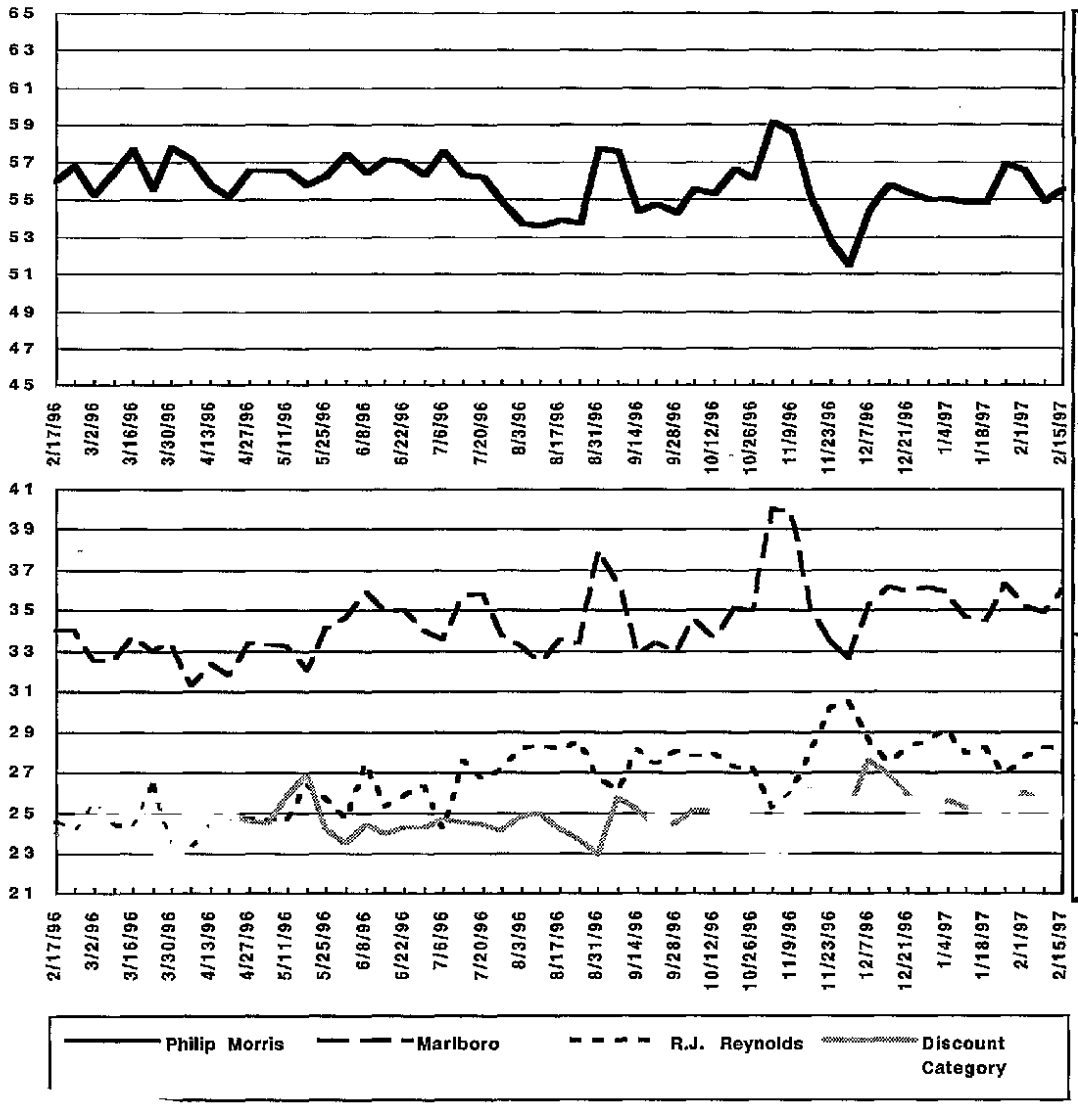
H.E. BUTT (Excluding Pantry)
THROUGH W/E 2/15/97



	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	55.53	54.87	56.07	55.51	0.57
Marlboro	35.32	35.11	34.45	35.32	-0.88
OPB	10.77	10.8	10.97	10.94	0.03
Basic	1.82	1.94	1.62	2.06	-0.44
R. J. Reynolds	27.8	28.43	26.21	28.01	-1.8
Camel	3.24	3.21	3.08	3.36	-0.28
Winston	6.59	6.59	6.65	6.33	0.32
Doral	11.02	11.85	9.07	11.39	-2.32
B&W	12.2	12.06	12.95	11.96	0.99
GPC	1.87	1.75	2.04	1.72	0.32
Lorillard	3.64	3.77	3.92	3.66	0.26
Newport	1.03	1.03	1	1.1	-0.1
Liggett Group	0.77	0.77	0.83	0.76	0.07
Premium	74.92	74.44	75.36	74.85	0.51
Private Label	6.04	5.66	7.45	5.79	1.66
Avg Ind CPW	495	493.5	481.6	499.7	-18.1
Avg PM CPW	274.9	270.8	270.1	277.4	-7.3
Avg Marl CPW	174.8	173.3	165.9	176.5	-10.6
# of Stores	164	164	164	164	0

Source: STARS Store Level Database

2071843433

Source: https://www.industrydocuments.ucsf.edu/docs/hnnm0004